

ago and was born in Des Moines, Iowa. The funeral took place Sunday.











## Good Country Roads

Have A Direct Bearing  
On Our National Prosperity

The difference between national progress and retrogression may be plainly summed up in facilities of travel and transportation, and in the quality of roads made is a matter which demands the unswerving attention of a modern citizen. In fact, the direction & the making of a road for world progress. National prosperity lies in a network of comfortable, well-travelled roads, and a country ranks among progressive nations in proportion to its convenience in accessibility and marketing.

The construction and maintenance of roads in Canada constitutes a problem that is peculiarly difficult. On the one hand is a land of tremendous area and small and scattered population. To adequately link up a scattered area of the country a network of roads is required which would be sufficient to render the same efficient service to people many times as numerous. Upon a family of four persons in Canada exists the enormous task of maintaining and building and maintaining one mile of road and upon five acres.

Again, the proximity of the Canadian border, creates the necessity for the maintenance of as many types of roads to accommodate the various methods of travel. While the older settled cities and towns and the areas about them are most numerous, the new cities and their lines of communication, as in the case of the prairie provinces, there are many areas that have not recently emerged from the pioneer stage, and still require roads that are only being opened up to civilization and that must be served by roads of some kind.

The prime consideration in road building in Canada is possibly to enable the farmer to reach the market with his product as conveniently and economically as possible. The first consideration in the drawing up of national programs. A second requirement is to maintain the means of communication between the hinterland and the adequately served and further encourage the growth of trade, which is rapidly increasing every year and has become a national asset. The third consideration is the significant year in the settlement and cultivation of the prairie provinces. The fourth consideration makes necessary the penetration of new communities, which can only be effected by the construction of roads which will permit new settlers to get to them from the best degree of trouble and inconvenience.

Canada is rapidly gaining a reputation abroad for good roads. Her present upon a Dominion-wide policy of coordinated effort, due to the heritage of Dominion and Provincial governments and their cooperation in construction and maintenance of roads. Canada Highway Act of 1919 was a recognition of the important part played in the development of the country by good roads and elicited the cooperation of all sections of the Dominion in maintaining and improving the roads. The bill made the sum of \$20,000,000 available during the next five years, to be divided among the provinces on the basis of population, with the expenditure of the Dominion on these provinces to a total of \$20,000,000.

At the present time there are 13,000 miles of main roads in the various provinces and territories. The various provinces and territories are now making plans for the future. The bill made the sum of \$20,000,000 available during the next five years, to be divided among the provinces on the basis of population, with the expenditure of the Dominion on these provinces to a total of \$20,000,000.

Last year a half a million motor tourists visited Canada from the United States alone, staying in the country for an average of one day and six nights, and it is stated that the number of visitors during the year was over 1,000,000. It is estimated that the number of visitors doubled within the past few years. In many cases the visitors who come to Canada as tourists, and some as business men as Toronto-Hamilton, Ottawa-Montreal, Quebec to be reached by the tourist traffic upon the completion of this of the road of the Grand Circle Motor Tour, running from California in the south to Alberta in the north, linking the national parks, and connecting the most scenic motor tour on the continent. It is expected that the tourism is an unprecedented source of revenue to the country.

The importance every section of the Canadian people attach to the possession of good roads was evidenced at the last good road convention held in Victoria, B.C., which was attended by delegates from all sections of the Dominion, as well as a number of prominent provincial and federal officials. The convention was held at the Hotel Vancouver, and was attended by men from all sections of the Dominion, as well as a number of prominent provincial and federal officials. The convention was held at the Hotel Vancouver, and was attended by men from all sections of the Dominion, as well as a number of prominent provincial and federal officials.

## World's Wheat Crop

## Increased Production in Both U.S. and Canada

The world's wheat production will be the largest in history, according to estimates made by the United States Department of Agriculture. Actual wheat production in the United States for the year ending September 1, 1924, was 1,250,000,000 bushels compared with 1,150,000,000 bushels in 1923. The Canadian wheat crop for the year ending September 1, 1924, was 1,250,000,000 bushels compared with 1,150,000,000 bushels in 1923. The total world wheat production for the year ending September 1, 1924, was 1,250,000,000 bushels compared with 1,150,000,000 bushels in 1923.

## Monsoon Welcome To

## Natives of India

## Wild Rain Keeps Country From Becoming Barren Desert

It has scarcely been in India two months since the monsoon rains have begun to fall, and the country is now a lush green landscape. The monsoon rains have been a great relief to the people of India, who have been suffering from a severe drought. The rains have also helped to bring about a revival of the Indian economy, which has been suffering from a severe depression. The rains have also helped to bring about a revival of the Indian economy, which has been suffering from a severe depression.

## Plan Poultry Community

## Ontario Project Will Work On a Semi-Cooperative Basis

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## Knighted by Denmark

## C. Barker, Dairy Commissioner for Alberta, Receives Sign Honor

C. Barker, Dairy Commissioner for Alberta, has been knighted by the Danish government. The honor was bestowed upon him for his services to the dairy industry in Canada. The honor was bestowed upon him for his services to the dairy industry in Canada. The honor was bestowed upon him for his services to the dairy industry in Canada. The honor was bestowed upon him for his services to the dairy industry in Canada.

## Faulty Vision the Cause

## Examination of 10,000 Employees in Alberta Shows That 45 per Cent are Suffering from Faulty Vision

An examination of 10,000 employees in Alberta has shown that 45 per cent are suffering from faulty vision. The examination was conducted by the Alberta government. The examination was conducted by the Alberta government. The examination was conducted by the Alberta government. The examination was conducted by the Alberta government.

## Sweden Planning For Radio Station

## Total Cost Will Probably be Over Two Millions

The Swedish government has placed an order in the United States for apparatus for a high power radio station to be built in the vicinity of Stockholm. The total cost of the station erected will probably be over \$2,000,000. The station will be used for broadcasting and for receiving signals from other stations.

## The Need of Direct Telegraph Connection Between Sweden and the Western Hemisphere was emphasized

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## Royal Staffs

## Late King Edward Shaved Fine

The late King Edward was noted for his fastidiousness and it was said that he shaved his head every day. The King's fastidiousness was a well-known fact. The King's fastidiousness was a well-known fact. The King's fastidiousness was a well-known fact. The King's fastidiousness was a well-known fact.

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## Record For Exports

## According to figures recently compiled the annual production of manufactured goods in Canada amounts to approximately \$400 per head of population while the export value is over \$100 per head

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## South Africa Interested

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## WESTERN EDITORS

## Says North Pole Easily Reached from London

It is possible to reach the North Pole from London in a few days, according to a statement made by a group of scientists. The statement was made by a group of scientists. The statement was made by a group of scientists. The statement was made by a group of scientists.

## Miles Could Be Made By Airplane In Few Days

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## Silo and Silage For Winter Dairying In Western Canada

## See Level Carried to Interior

## Grade Survey Establishes Permanent Bench Mark Throughout

While it is admitted as essential that an accurate knowledge of the elevation of the ground should precede the undertaking of any large construction project, the Government of Canada has recently conceded the necessity of having all such levels established from one standard datum. The level is the only datum that is a universal one. The level is the only datum that is a universal one. The level is the only datum that is a universal one.

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## Japan's Unemployed

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## Announcement

Mr. G. H. Guzzwell has taken over the management of the Gleichen Jewellery Company.

Mr. Guzzwell has had eighteen years practical experience. We will be in a position to give prompt and satisfactory service in repairs of all kinds. A trial will convince.

GLEICHEN JEWELLERY COMPANY

We are Agents for the—

## BEST CAR OIL

Save Your Car by buying GOOD OIL.

Polarine, Light.....\$1.79 per Gallon  
Mobile A.....Price \$1.75 per Gallon  
Mobile B.....Price \$1.85 per Gallon  
Wm. Penn, Heavy.....Price \$1.50 per Gallon  
Wm. Penn, Medium.....\$1.60 per Gallon  
Polarine, Heavy.....\$1.10 per Gallon

McKAY HARDWARE CO.  
GLEICHEN, Alta.

## COAL TRUTHS

You are no doubt aware the coal situation is still unsettled and indications are that there will be a serious shortage this coming fall and winter. We keep in close touch with the various mines and will be able to supply a large amount of Galt and Newcastle coal as soon as the mines open. Get your orders in early and be assured of a coal coal. We handle only the very best coal procurable both of which need no introduction to the Gleichen community.

### Brown's Transfer

Prompt Service.

Phone 37

DO NOT BUY

## Harness or Shoes

FROM A PICTURE

SEE OUR TRACES WITH A TEN  
YEAR GUARANTEE

MEN'S WORK SHOES AT \$5.25  
TO \$10.00

WE STAND BEHIND THESE GOODS

## T. H. BEACH

HARNESS AND SHOES

A WORD TO THE PUBLIC

In this community the public is entering those shops on which the light of advertising is falling.

Be sure of this: Those who are using our columns week after week do not give you poorer goods or service, or have higher prices.

Shops which were illuminated by advertising court with full confidence your favor

## EMERY FLORAL CO.

OF CALGARY HAS APPOINTED

GEO. W. EVANS  
AS THEIR AGENT IN GLEICHEN

FOR  
CUT FLOWERS  
HOUSE PLANTS  
WEDDING BOUQUE  
FUNERAL DESIGN.

PHONES: OFFICE 12 RESIDENCE 90

## THE GLEICHEN CALL

W. PARK EVANS, PROPRIETOR.

Member of the Canadian Weekly Newspaper Association, Canadian Press Association.

Published Every Thursday in the Heart of a Wonderfully Rich Farming and Ranching Country.

SUBSCRIPTION, \$2.00 Per Year. Foreign Countries, \$2.50  
Advertising Rates—Display, 50c per Column Inch first insertion, and 40c for each subsequent insertion. Locals accepted only with display ad. at 10c per line.

Exchange Must Be Added to Cheque

GLEICHEN, ALBERTA, WEDNESDAY, NOV. 1922

### THE PENETRATOR

A newspaper is a great national book. It penetrates into the heart of nearly every family and silently does its work. It can drop the same idea into the minds of thousands of people at the same time. There are many people who know nothing else, almost no one reads that does not read the newspaper and hence as an advertising medium it is by far the cheapest and best; and every business man who wishes to prosper and become a power in the land will have to keep the word "advertiser" constantly before him; don't let an opportunity pass to make your name and business favorably known. Every advertisement inserted attracts the eye of the outside world, and nothing else tends more towards the growth of a city.

### BOOSTERS AND CROAKERS

Every growing ambitious town is composed of three elements. Those who work patriotically, vigorously and intelligently for its advancement; those who are in a state of apathy or indifference and those who take a curious delight in discouraging the efforts of others by ridicule and by a persistent denial that any progress can or has been accomplished and by boasts of every other town besides their own. The last class are called croakers, but they are really something worse, for their opposition does not arise simply from despondency but from that unenviable spirit that will neither act itself or suffer others to act.

### HOW POPULATION INCREASES

Where is the province of matrimony? It is in Canada. It is bounded by hugging and kissing on one side and babies and cradles on the other. Its products are population, broomsticks and staying out at nights. It was discovered by Adam and Eve while trying to find a northwest passage out of Paradise. The climate is rather sultry until you pass the tropics of house-keeping, when squally weather sets in with sufficient power to keep all hands cool as cucumbers. For the principal roads leading to this interesting state, consult the first pair of blue eyes you run against.

### HABITS AND TASTES

You can get a very idea of the personal habits and tastes of the occupants of property by the appearance of things about the premises. If the yard is full of rubbish and other evidences of carelessness, the chances are that the occupant is untidy and loose in his habits. On the other hand if everything is clean, neat and tidy and a homelike air of contentment prevails, the premises chances are that the occupant is neat and progressive. Let all keep these hints in mind and cleanup and beautify their property.

### LONG CREDIT THE BANE

Long credit is the bane of any country and should be put a stop to. Business men have the power in their hands to increase it. Many a man has been induced to purchase articles when he could do very well without, on promise of long payment. He probably saw no sure way of paying it when the time came unless something turned up. The something did not come to hand and consequently he went to the wall. Long credit has been the ruin of many men and it is bound to ruin many more if it is persisted in.

### SCHOOL NOT A NURSERY

The public school deserve more attention than is usually given them. Parents as a rule, regard their entire duty in this connection discharged in paying their tax and properly clothing and sending their children to school. There is reason to fear that many look upon the school room as a nursery to relieve them of their troublesome children. The public schools cannot accomplish the full measure of their possibilities unless the parents join with teachers and directors in attention to pupils.

A despatch from Ottawa says Canada has sufficient coal to last 30,000 years, according to Dr. Charles Cammell, deputy minister of mines and chairman of the special committee of government scientists, empowered to investigate the possibilities of adapting Canadian bituminous coal to furnace use as a means of relieving the situation in the acute coal area.

There are few people deeply interested in humane work to whom apparently it has never occurred that there are even worse sins than those of cruelty to animals.

## THE GLEICHEN CALL

## "Trade at Home" Campaign

NEW BORN EVERY MINUTE

MAIL ORDER MAN NEED NOT WORRY ABOUT KEEPING HIS OLD CUSTOMERS.

HIS FIELD NOT RESTRICTED.

### "COPYRIGHT"

It has been said that there is a marker born every minute. If this be true, there are 1,440 potential customers of the mail order houses ushered into the world every 24 hours and the number reaches a total of 225,000 every year.

Of course as Mark Twain remarked regarding reports of his death, these figures may be exaggerated, but they serve to illustrate the fact that the mail order houses of the big cities always have new fields to exploit and are not hampered in their dealings by the necessity of pleasing all their old customers. If the mail-order buyer discovers that he has been stung and registers a violent kick, it means nothing, the young life of the mail-order man. Why should he worry so long as there are a large number of other persons in Canada to whom he may make his aluring appeal.

### LOCAL MERCHANTS' FIELD LIMITED

Compare the position of the mail-order man with that of the retail merchant in the small city or town. The retail merchant has a certain limited territory from which he must draw his trade. All his business must be done day after day and year after year among the same people. The buyers to be can appeal for business number only a few thousand at the most and in some cases a few hundred. Unless he can make his customers his friends and bring them back to his store again, he cannot continue in business. The result is that he looks beyond the high sale which he may be making at the time. It is in his interest to please

everyone of his customers. It will profit him nothing him nothing to make a big profit of a customer on one sale if that customer is not satisfied with his purchase an driftings to come back to his store again.

From which man can the buyer expect to get the best prices, the best service and the best prices in proportion to the quality of the goods sold? From the man who must please him and give him his money's worth in order to remain in business, or from the man who figures that he may never hear from the buyer again and that it will make no great difference whether he pleases him or not.

### GETS IT WHILE HE CAN

The idea upon which the mail order man works is to get the money while the getting is good. If the customer is satisfied with the goods which he receives all well and good. The mail order man knows that the customer is the kind of a man or woman who likes to take a chance or he wouldn't have sent in his order in the first place. Therefore he may figure that the customer is likely to take a second chance if the first does not turn out to his liking. If the customer has enough spirit to make a kick, the trained correspondents in charge of the complaint department may not be able to pacify him. If they are not it doesn't matter much anyway for there are hundreds of thousands of other men who may be caught with the same bait—there is one born every minute you know.

### LUMBER

See Trefter's The Crown Man for quotations on your building requirements. We carry a full line of building material and meet all competitive prices. Discuss your full building and alteration plans with us. Advice and estimates cheerfully given. Screen doors and window, "Can't-tag" gales, fence posts, fire wood.

CROWN LUMBER CO., Ltd.

### HARDWARE

If it's Hardware We have it! If we haven't got it we will get it for you. This is our business policy, coupled with the fact that reasonable prices prevail here in all lines.

W. H. JAMES

### AUTO ACCESSORIES

Gasoline Oils, Lubricants, Greases, Famous Veedol Oils, Tires, Accessories We Give You Service. H. E. JAMES Hupmobile Agent

### DEPARTMENT STORE

Our Business Connection is proof of a satisfied clientele. We are proud at all times to anticipate your requirements here in Gleichen and in all departments urge your patronage as a basis of policy, service and price.

WEBSTER BROS., Ltd.

### FARM IMPLEMENTS

See Us First when you require the following John Deere Implements, Sawyer Mower Threshers and Road Machinery, Rotary Rod Weeder, etc. We sell Sunoco Oil and William Penn Oils and Greases. Trade in Gleichen.

HAROLD DUNN

### LUMBER

Everything in Lumber Building Materials, Lath, Shingles, Siding, Windows and Doors. We would be glad to advise you concerning your building requirements and to submit estimates for any job.

REV. ELSTON SAWYLL CO., Ltd.

### GROCERIES, ETC.

Our Stock of Groceries is large, fresh and well assorted. We would appreciate an opportunity to meet your Grocery and Provision requirements. Our service and our prices will please you.

THE GLEICHEN GROCETRIA

Study "Trade at Home."

### DRUG STORE

Proceasurances is the policy of this centrally located Drug Store. You may find here everything usually found in a first-class Drug Store. Bring your prescriptions here for accurate and speedy dispensing.

A. R. VATE

### DEPARTMENT STORE

Our Weekly Advertisements bring to our customers measures of many saving suggestions concerning merchandise of quality. Our values represent merchandise of highest value at prices comparable only with high quality.

GEO. MATTHEWS

### HARDWARE

Sheet and Heavy Hardware, Paints and Oils, Varieties Blacksmiths and Builders Supplies. Reasonable prices prevail at this store.

McKAY HARDWARE CO.

### GROCERIES

Pure food products Fresh Groceries, Preservatives, Choice Confectionery, Ice Cream, Soda Drinks, Fruit, Tobaccos. The Palm Parlor, Phone 67

N. T. PURCELL

### TAILORS

Cleaning, Pressing and Repairing. Large assortment of beautiful suit- ing and overcoats. Let me supply you your new suit.

W. K. BROWN

### TIRE AND RADIATOR

Repairs gasoline and oil. New and second hand tires. Tire accessories. Gleichen. T. H. Beach Works

P. BOTHELL

### BACER

Properly Baked Bread is accomplished only with (patented) baking pans and attention to your patronage; and in return for your patronage, we will make and pastries made in Gleichen. Fruit, confectionery and cream.

H. W. BROWN

### J. O. BOGSTIE

Farm Implements International Harvester Co. Sains Machinery When you require farm machinery of any kind see our line and get our prices.

### GARAGES

Forma Tractors Ford Cars. Ford trucks. Ford service. Repairs given to all cars. Accessories, Supplies.

H. A. GAMBLE

You are possibly contemplating the purchase of a new car and you would be glad to tell you the good points of the new cars and to demonstrate for you. Large stock of tires, accessories and parts. General auto repairs.

### BATES & GIBSON'S GARAGE

GENTS FURNISHINGS The Progressive Man purchases his own furniture. This store carries a large stock of furniture. Large well as- sorted stock. Up-to-date styles. High quality. Reasonable prices.

### STABACK & BROWN

FARM IMPLEMENTS Personal Service a square deal with every purchase on all machinery bought here. Massey, Harris implements. Advance Rumber, Separators, Oil-Pull Tractors, DeLco Light, Plymouth Tires.

BISSETT & ANDREWS

### BOOKS AND SHOES

It Pays To Buy Good Shoes and to trade where you know you will secure value for your money. Our knowledge of the leather business and your guarantee of satisfaction on all kinds of shoes should leave no room for doubt.

T. H. BEACH

### MOVING PICTURES

Don't Forget to watch the show for announcements. We can offer you only productions of merit. We can assure you an evening both pleasurable and profitable.

GLEICHEN OPERA HOUSE

### DRAYING TRANSFER

Draying Cartage Prompt and Efficient Service Call On BROWN'S TRANSFER Phone 37, Gleichen









